

Program Action Plan Template

Program: Outreach and Recruitment		Date: 6/14/19	Submitted By: Jared Dill
Action Item 1	Increase HSI outreach and recruitment efforts.		
Proposed Action	Utilize staff and resources to increase Hispanic enrollment and inquiries.		
Responsible Party	Jared Dill		
Success Criteria	More inquiries from Hispanic students are collected and Hispanic enrollment increases.		
Resources	Department's marketing budget and staff.		
Timeline	3 years		
Action Item 2	Improve employee training.		
Proposed Action	Provide more trainings for Outreach and Recruitment employees and student ambassadors.		
Responsible Party	Jared Dill		
Success Criteria	Campus guests will leave the campus and give their tour and guide a satisfied to highly satisfied rating.		
Resources	Department labor hours, labor to design surveys, the costs to print surveys, and labor to process data.		
Timeline	3 years		
Action Item 3	Improve department data collection efforts.		
Proposed Action	Catalog and analyze more data to improve department efficiencies.		
Responsible Party	Jared Dill		
Success Criteria	More data is available on event success and inquiry cards are processed more efficiently.		
Resources	Labor hours and some marginal use of funds to produce measurement materials.		
Timeline	3 years		

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Signatures:

_____ Department or Program Lead	_____ Date
_____ Dean of Instruction (when applicable)	_____ Date
_____ Dean of CTE (when applicable)	_____ Date
_____ Vice President or President	_____ Date